

# BASKETBALL

CHANHASSEN ATHLETIC ASSOCIATION



CAA Basketball Leadership Monthly Meeting

April 24, 2022 – 6:00pm

Agenda

Attendance: Dave, Molly, Mary, Shaun, Jason, Corey, Kayla, Chris, Harmon

- I. Review/Approve March Minutes – Mary (5mins)
  - Motion to approve/Second
  
- II. Open Leadership and Key Volunteer Positions/Applications – Dave (30 mins)
  - Treasurer – **Alicia Kockler**
  - Communications Director – **Alicia Kockler, Ashley Pyle, Eric Christenson**
  - Boys Travel Director – **Karl Omdahl**
  - Developmental Leagues Director, Grades 1-3 – **Joe Perkl**
  - Director Girls Community League
  - Director Boys Community League
  - Director Developmental & Community Leagues Player & Coach Development Grades 1-8
  - Director Boys Travel Player & Coach Development Grades 7-8
  - Tournament Volunteer Coordinator
  - Tournament Concessions Coordinator – **Tracy Rothstein**
  - Picture Coordinator – **Gina Cooper**
    - For open board positions, we need to schedule interviews for the open board positions.
    - The Key Volunteer positions do not need to interview.
    - Schedule interviews for Alicia, Ashley, Eric, Karl and Joe - *Thursday, May 28<sup>th</sup> at 8pm.*
    - Dave will reach out to the two applicants for the Key Volunteer positions.
    - Interview form – Shaun has an electronic copy that he will share.
    - The board reviewed the Boys Travel Player & Coach Development role.
  
- III. Financial Update – Dave (5 mins)
  - Dave shared the executive CAA P&L report from this month.
  - Board reviewed the basketball season end revenue/fees/new income.
  - Storage fees doubled from last year.
  - Board discussion about additional opportunities to increase revenue.
  - Board will revisit the registration fees closer to when registration opens and intends to reduce the registration fees for the 2022-2023 season.
  
- IV. Boys Travel Update – Chris (5 mins)
  - Coaches Meeting Feedback – Comments/Questions
  - Overall, very positive feedback from coaches. One suggestion was to register for one less tournament.

- Board discussion that the registration fee will NOT include the floater tournament. Teams will be encouraged to select, schedule, register and pay for the additional tournament.
- V. Pure Intensity training camps – potential fundraiser opportunity for CAA (5 mins)
- The board is not going to send email communication on behalf of trainers or other basketball programs.
  - The CAA Basketball website will continue to promote the Chanhassen High School coaches’ clinics and summer camps.
  - Discussion about whether we should create a separate webpage for additional camps, clinics, training opportunities. The board agrees that we should continue to promote only the Chan HS programs.
- VI. Midwest 3on3 Update – Shaun (5 mins)
- All the dates for the Chan leagues are set. All the information is published on the CAA Basketball website.
  - One opportunity for improvement is in having more female referees. Midwest does provide referee training.
  - They also want to increase the number of teams at the high school level. One suggestion would be to have pool play for the first two weeks and then a tournament for the last two weeks.
- VII. Uniforms Update – Shaun (5-10 mins)
- Pushed to next meeting
- VIII. Sporfie Livestream Sponsorship Platform – Shaun (5-10 mins)
- Shaun did a two-week trial with Sporfie during the Rochester tournament. Overall, it was a positive experience. There were a few differences and a few features that needed to be updated for basketball, which Sporfie has already done.
  - There is also a sponsorship platform with Sporfie, which integrates a sponsor “ticker” with ads running along the bottom of the screen. We would determine the sponsorship levels and
  - The board is open to learn more. Shaun will schedule a demo with the Sporfie rep to review the features on the date of our next meeting (20 mins prior to the start)
- IX. Tournament Update – Mary (5 mins)
- Mary met with Travis to gain insight into how to run the tournament. She shared that there has been feedback to transition from Tourneyville to Tourney Machine. Travis reached out to neighboring tournament directors to get feedback on their experiences with Tourney Machine. In general, most had positive things to say about Tourney Machine.
  - Mary requested the funds to use both Tourneyville and Tourney Machine for the 2022 Chan tournament to ensure a smooth transition. Board agreed to use Tourneyville for the registration and to have the Tourney Machine app for publishing the schedule.
  - The board set a goal to fully transition to Tourney Machine by next year.

- X. Parent Survey Feedback – Dave (5 mins)
  - Dave shared some preliminary data. Mary sent another email with the deadline of 5/1 to complete the online survey.
  - The feedback on coaches will be compiled and shared with the coaches on an individual basis.
  - Next year, the survey should be sent much closer to the end of the season.
  - One suggestion to add a rating for the team’s parents and the culture of the team.
  
- XI. Town Hall Meeting – Dave (5 mins)
  - Pushed to next board meeting
  
- XII. Other Business
  - Dave is exploring an opportunity to create an internship for Crown College students that are majoring in sports management.
  - Board Communication – is there a feature in SportsEngine to set up a chat?
    - i. Suggestion – use group me
    - ii. Suggestion – Create a google account with an email specific for the board.

Adjourn 8:11pm